

IN THE CLAIMS

Please amend claims 176, 201, 253, 272-274, 280-288,  
290-291 and 293 as follows:

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--176. (CURRENTLY AMENDED) A system as defined in claim 168

5 wherein said at least one machine recognizable feature has  
associated therewith a data link which is recognized by  
said feature recognition unit.

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201. (CURRENTLY AMENDED) A system as defined in claim 186

10 wherein said "information superhighway" data link comprises  
a radio frequency ("RF") cellular network.

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253. (CURRENTLY AMENDED) A system as defined in claim 252

15 wherein said service includes displaying promotional  
programming material on said display unit of said user.

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272. (CURRENTLY AMENDED) A system as defined in claim 168

20 wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar  
code, an optical code reader, a personal camera, a personal  
computer reader, a digital camera, a digital mouse and an  
optical mouse.

273. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit is linked to a  
personal computer.

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*C4*

5 274. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit comprises a wireless  
interface.

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10 280. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit is linked to a  
personal digital assistant.

281. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit is linked to an  
15 Internet appliance.

282. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit is linked to an  
Internet appliance.

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283. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit is linked to a  
television set.

284. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit comprises a portion  
of a cellular telephone.

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5 285. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit comprises a portion  
of a personal digital assistant.

286. (CURRENTLY AMENDED) A system as defined in claim 272  
10 wherein said feature recognition unit comprises a portion  
of a remote control unit.

287. (CURRENTLY AMENDED) A system as defined in claim 272  
wherein said feature recognition unit comprises a portion  
15 of a handwriting implement.

288. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a textbook;

scanning said machine recognizable feature of said textbook; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said textbook.

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290. (CURRENTLY AMENDED) The method of claim 288 wherein

15 said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and 20 hieroglyphic character.

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291. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a textbook, comprising the steps of:

imprinting a machine recognizable feature within said

5 textbook wherein, said machine recognizable  
feature has associated therewith a command  
sequence for accessing programming material;

scanning said machine recognizable feature within said  
textbook and downloading data indicative of said  
10 machine recognizable feature via the Internet to  
a remote server;

accessing programming material from said remote  
server; and

transmitting said programming material to said user  
15 allowing said user to perceive said programming  
material in a humanly perceptible form, wherein  
said programming material is related to said  
textbook.

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293. (CURRENTLY AMENDED) The method of claim 291 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--